

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY BANGUI
INFO AMEMBASSY PARIS

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E.O. 11652: N/A

TAGS: PDIP,CT

SUBJECT: PLANNING FOR EMPEROR'S CORONATION

REF: BANGUI 1367

1. STATE PUBLIC AFFAIRS AND USIA OFFICERS UNIFORMLY PESSIMISTIC CONCERNING ABILITY OF GOCAE TO ATTRACT SYMPATHETIC COVERAGE OF CORONATION. BELIEF IS THAT NETWORKS WOULD RIDICULE EVENT OR AT BEST DESCRIBE IT WITH DRY TONGUE-IN-CHEEK. MOST ADD THAT VISIT BY GOCAE MISSION AS REPORTED REFTTEL WOULD NOT BE PRODUCTIVE AND ONLY CONTRIBUTE TO POOR IMAGE.
2. SUGGEST THAT IN ORDER TO BOLSTER ITS IMAGE AND TO ATTRACT AND PROMOTE SYMPATHETIC COVERAGE, GOCAE MIGHT WANT LIMITED OFFICIAL USE

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TO EMPLOY A PUBLIC RELATIONS FIRM. THIS IS UNDOUBTEDLY AN EXPENSIVE OPTION, BUT MAY BE ONLY WAY TO ACHIEVE DESIRED RESULTS. DESK HAS TENTATIVELY CONTACTED JOHN MEEK PRESIDENT OF JOHN ELDELMAN, INC. IN WASHINGTON. HIS FIRM COMES RECOMMENDED AND HAS HANDLED AFRICAN GOVERNMENTS (LIBERIA) AS CLIENTS IN THE PAST. FIRM IS ASSOCIATED WITH JAKES COUP DE FREJAC, DIRECTOR, INFORMATION ET ENTREPRISE,

13 RUE DE CHERCHE-MIDI 75006, PARIS, TEL 5447010, TELEX:
INFOPRISE 270983F. DE FREJAC MAY BE BEST STARTING POINT
FOR GOCAE IF THEY ARE INTERESTED IN THIS OPTION. MEEK HAS
INDICATED SOME INTEREST, BUT WANTS TO LOOK FURTHER INTO
THE MATTER BEFORE BEING WILLING TO DISCUSS PARTICULARS
WITH GOCAE. HE WAS INFORMED OF PLANNED VISIT OF GOCAE
MISSION.

3. CORONATION HAS ALSO BEEN DISCUSSED WITH NATIONAL
GEOGRAPHIC AND HERB NIPSON, EDITOR OF EBONY MAGAZINE.
NATIONAL GEOGRAPHIC IS MULLING OVER PROPOSITION AND
NIPSON WOULD LIKE SPECIFIC INFORMATION ON WHAT IS BEING
PLANNED PRIOR TO MAKING A DECISION.

4. AS YOU KNOW AID UNABLE TO PROVIDE IN-COUNTRY TELEVISION
AS DEMONSTRATED BY AIDSAT. THAT WAS ONE TIME EVENT WHICH
UTILIZED SATELLITE BEING MOVED TO NEW POSITION OVER LATIN
AMERICA. THERE IS CURRENTLY NO REPEAT NO SATELLITE
AVAILABLE FOR SIMILAR BROADCAST.

5. SHOULD GOCAE WISHTO PROCEEDE WITH NGUINDO MISSION,
DESK WILL EXTEND APPROPRIATE ASSISTANCE. PLEASE ADVISE
COMPOSITION AND DATES AS SOON AS KNOWN. VANCE

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Disposition Approved on Date:
Disposition Case Number: n/a
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